



Virginia Green Attractions



Profile:



Virginia Living Museum Newport News, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests. Below is a list of this attraction's "green" activities that guests can expect.

Virginia Living Museum

The Virginia Living Museum combines elements of a native wildlife park, science museum, aquarium, botanical preserve and planetarium. The museum's living exhibits explore the nature of Virginia from the mountains to the sea. Visitors immerse themselves in two-level walk-through habitats of an Appalachian cove and cypress swamp, explore the underwater world of the Chesapeake Bay and learn at four hands-on discovery centers. Outdoors, animals native to Virginia live in naturalized habitats along a 3/4-mile elevated boardwalk that also includes a butterfly garden and native wetland plants. "The purpose of the Virginia Living Museum shall be to stimulate knowledge, awareness and appreciation of the biological and physical world, and to develop an understanding of its relationship to the environment of the planet and the universe beyond. This shall be accomplished by providing a variety of living interpretive exhibits and education programs for the public, students and educators that encourage a commitment to protection and conservation of our natural world and its delicately balanced components."



Virginia Green Activities. When visiting the Virginia Living Museum, you can expect the following practices:

CORE ACTIVITIES for Green Attractions

- ☒ **Recycling and Waste Reduction.** Attractions provide highly-visible recycling opportunities for guests.
 - Recycling: Aluminum Cans, Glass, Steel Cans, Grease, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Packing Supplies, Batteries, Electronics Equipment
 - Purchasing new recycling cans and signage
 - Tracking overall waste bills and quantities
 - Purchasing and designing cups to promote effective recycling
 - Use old vinyl billboards for tarps
 - Effective food inventory control to minimize wastes



- Filtering grease
- Recycled content paper towels and toilet tissue
- Use 2-sided copying, electronic correspondence and forms, recycled content paper
- Purchase durable furniture and equipment
- Use of reused building materials or those from sustainable sources
- Use latex paint
- Preventive maintenance on all vehicles and equipment

☑ **Minimize/Eliminate Styrofoam.** Attractions work to minimize or eliminate the use of Styrofoam cups and plates in favor of products that are bio-based, paper, or recyclable.

- Disposable containers made from recycled content materials

☑ **Water Efficiency.** Attractions have a "plan" for conserving and using water efficiently.

- Tracking overall water usage and wastewater
- Preventive maintenance on drips and leaks
- Water-flow metering to discover leaks and areas of high use
- High efficiency dishwashers
- Discourage water based cleanup, sweep first
- Micro-fiber technology mops
- Low flow restrictors on faucets and showerheads



- Effective landscape management plan which utilizes drought tolerant species, metering and rain gauges, and minimizes lawn areas
- Effective storm water management
- Minimization of impervious areas
- Vegetative buffers around streams and ponds

☑ **Energy Conservation.** Attractions have a "plan" that encourages energy conservation and efficiency.

- Tracking overall energy bills
- High Efficiency Heating and Air Conditioning (HVAC)
- Bulk ordering of products to reduce fuel expenses
- Use of natural lighting and lighting sensors
- High efficiency compact fluorescent light bulbs in all canned spotlights
- High efficiency fluorescent ballasts and lamps
- Thermal rated windows and insulation
- Use of directional lighting in parking lots and outdoor areas

☑ **Green Events Package.** Attractions provide at least recycling when they host special events.

- Undertaking changes to accommodate at least 70% of the recommended "green" conference guidelines.
- Host annual earth day festivities where eco-friendly groups educate the public

For more information on **Virginia Living Museum**, see <http://thevlm.org> or contact James Dean at james.dean@thevlm.org.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

